



Task Force Meeting 18
October 27, 2021



Agenda

- ▶ Housekeeping & Introductions – 10 min
- ▶ New Logo/Text Treatment – 5 min
- ▶ CMPD Victim Services – Shardal Rose - 15 min
- ▶ NC Vision Zero – Seth LaJeunesse – 30 min
- ▶ CMPD Crash Statistics – 2021 Year to Date – Angela – 10 min
- ▶ Quarterly Update on VZ progress (Strategy Table) – Angela – 10 min
- ▶ Slack Collaboration Tool – Angela – 10 min
- ▶ VZ Challenge of the Quarter – Alex & Clint – 10 min
- ▶ Wrap Up – Angela – 5 min

Guest Speakers

Shardal Rose

CMPD Victim Services

Seth LaJeunesse

NC Vision Zero/Highway Safety Research
Center





NC Vision Zero

NC
VISION
ZERO



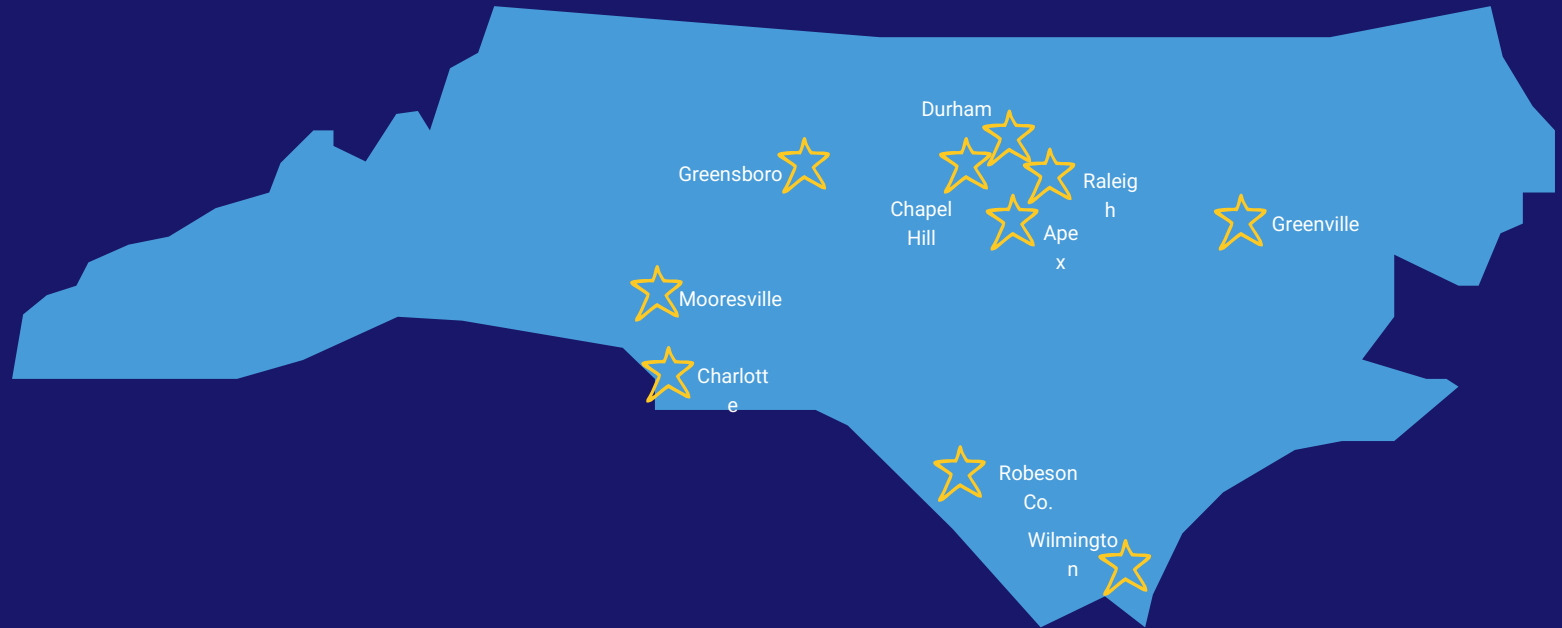
INJURY PREVENTION
RESEARCH CENTER



Outline for today

- Overview of the philosophy and collaborative approach to NC Vision Zero
- Resources available to NC Vision Zero communities
- A few noteworthy, collaborative Vision Zero practices in NC and from across the US

Vision Zero Communities





Safe Systems approach

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**



Ways we work together

ALL VZ
COMM
UNITY
QUART
ERLY
MEETIN
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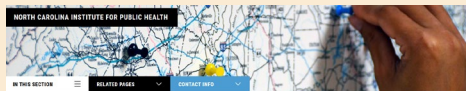


LEADER
SHIP
INSTITU
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STATEWIDE TASK
FORCE

UNC provides support. Who is working alongside us?



Strengthening the capacity of our public health partners to support thriving, healthy communities.

VISION 4 H: NETWORK



Home / Injury-Free NC Academy

Injury-Free NC Academy

Establishing Strategic Services Programs in North Carolina: Webinar Archive

What is a Shared Risk and Protective Factors Approach?

Injury-Free NC Academy

What is the Injury-Free NC (IFNC) Academy?

The IFNC Academy is a training and program development resource for injury and violence prevention practitioners in North Carolina. Each cycle of the IFNC Academy focuses on a timely topic affecting North Carolinians. Since 2014, the UNC Injury Prevention Research Center and the North Carolina Division of Public Health's Injury and Violence Prevention Branch (DPIH) have been working to bring timely and critical training to the injury and violence prevention workforce in North Carolina to incorporate best practices, promising strategies, and innovative programming into their work.



National **MCH** Workforce Development Center
Advancing Health Transformation

What we do

Develop resource materials for Vision Zero communities

- Evidence-based road safety interventions
- Milestones checklist for tracking implementation
- Vision Zero planning tools and resources

Provide technical assistance and host statewide meetings

- Monthly “coaching” meetings with community pairs
- Quarterly all hands meetings

12

Evaluate Vision Zero progress

- Documenting our model and approach for disseminating to wider audience
- Assessments include:
 - *Implementation milestones*
 - *Community Readiness Assessment*
 - *Vision Zero descriptives*
 - *Collaboration assessment*
 - *Evaluation of Leadership Institute*

Hosting annual Vision Zero Leadership Institutes

- Team training retreats with multidisciplinary community teams from across the state

IMPLEMENTATION MILESTONE CHECKLIST

This Vision Zero Implementation Milestones Checklist, rooted in the science of program implementation, offers a series of phases and milestones toward fully implementing Vision Zero in your community. As you can see, fully implementing Vision Zero will require between 2 and 4 years of committed work. Consider using this checklist to determine the implementation phase your community is in and to gather ideas on what you could be working on next toward realizing a Vision Zero future.

Total Time to Full Implementation: 2 – 4 years

Phases	Exploration	Installation	Initial Implementation	Full Implementation
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Exploration

- Convening diverse professional and community stakeholder groups to establish a Vision Zero coalition**
 - Number of sectors (outside your own) taking part in the coalition: _____
- Identifying one or more local Vision Zero champions**
Professional staff or community members who are well-connected with safety stakeholders and enthusiastically support Vision Zero, throwing their weight behind getting the program fully implemented
- Conducting a systems-oriented needs and assets assessment**
A process used to identify the community's strengths in terms of skillsets, resources and infrastructure, as well as its needs related to staffing, funding, policies, and procedures. The assessment then addresses how to close the gap between where the community is and where it needs to be to eliminate serious and fatal traffic injury
- Securing local public official commitment to Vision Zero (e.g., Vision Zero resolution, policy)**
 - Date of Vision Zero resolution, policy, or ordinance: _____

Installation

- Developing and adopting a Vision Zero Plan**
 - Date of Vision Zero Plan adoption: _____
- Hiring staff focused on designing and implementing Vision Zero strategies OR**
- Dedicating staff time across multiple sectors to Vision Zero work**
 - Number of staff with at least 50% time devoted to Vision Zero: _____
- Dedicating funds to implementing Vision Zero strategies**
- Establishing a Vision Zero performance management system**
Whereas "performance measurement" involves tracking a program's progress toward zero serious and fatal traffic injuries, "performance management" includes measurement AND requires planning ahead in order to respond to anticipated and unforeseen changes, such as decreased funding for Vision Zero, major adverse weather events, pandemics, changes in staffing, etc.

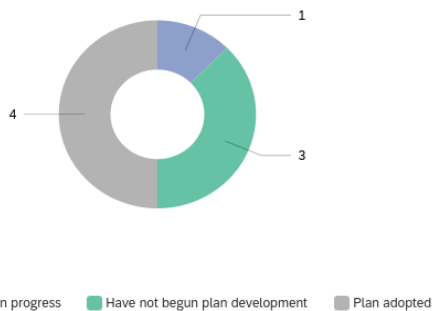
Initial Implementation

- Implementing a Vision Zero performance management system**
Tracking progress toward zero through performance measurement, while putting into place, "if-then" action plans, e.g., "if funding for Vision Zero decreases, then we will shift toward implementing a greater number lower-cost safety procedures"
- Experimenting with implementing evidenced-based safety procedures**
A cluster of procedures and approaches with documented traffic safety benefits and relatively high political and social support
- Sharing data and resources across Vision Zero coalition sectors**
 - Number of times per year data and resources are shared across sectors: _____
- Establishing on-boarding procedures for new staff and cross-sectoral coalition members**
A system to quickly bring new coalition members up to speed on the safety procedures in the Vision Zero Plan, means of collaborating with cross-sector partners, and ways to manage system performance.

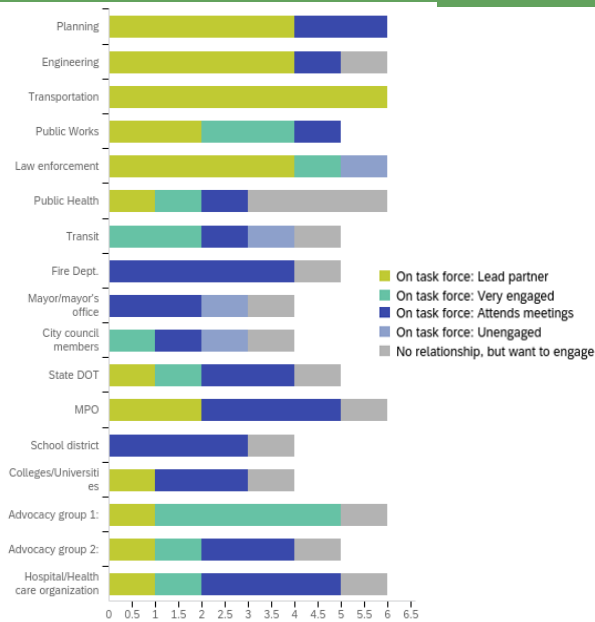
Full Implementation

- Operating on-boarding procedures for new staff and cross-sectoral coalition members**
- Implementing more than 50% of the safety procedures outlined in the Vision Zero Plan**
- Maintaining a Vision Zero performance management system**
Yearly adjustments to how and when safety procedures are implemented based upon documented progress toward zero fatal and serious traffic injury

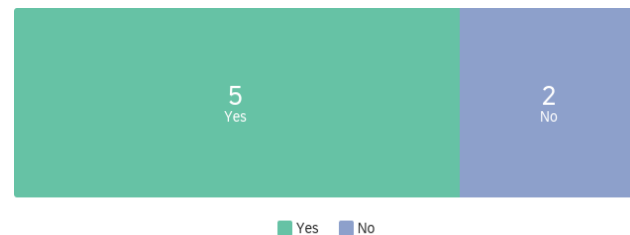
A look across the State



Communities with a Vision Zero Plan

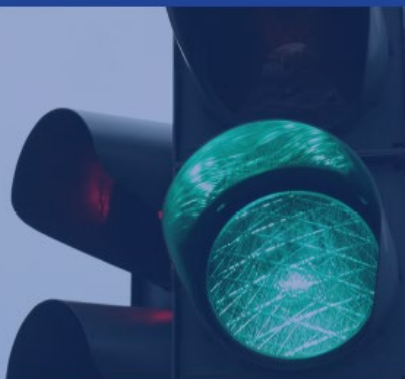


Sectors represented on Vision Zero coalitions



Communities with a local Vision Zero Resolution

1ST ANNUAL NC VISION ZERO LEADERSHIP TEAM INSTITUTE



COLLABORATING TO CREATE SUSTAINABLE
CHANGE TO END ROADWAY FATALITIES
AND SERIOUS INJURIES

2021 CALL FOR APPLICATIONS

YOU ARE ENCOURAGED TO APPLY IF

You are a Vision Zero community in North Carolina.

We welcome representatives from **Vision Zero initiatives at all stages**, from early planning to long-standing initiatives looking for ways to sustain progress.

You can build a diverse team

We are seeking teams of 3-5 people representing at least **3 different sectors** (e.g., engineering, public health).

DETAILS OF THE INSTITUTE

This year's Leadership Institute will be held **virtually**, due to the ongoing risk of COVID-19.

Dates: Sessions will be held on June 21st, 23rd, 28th, and 30th, 2021



Format: The four (4) virtual sessions will be held for 3-4 hours with a 30 min break. Sessions will include a mix of presentations by experts and significant time for small group "team time" with a designated facilitator (coach).

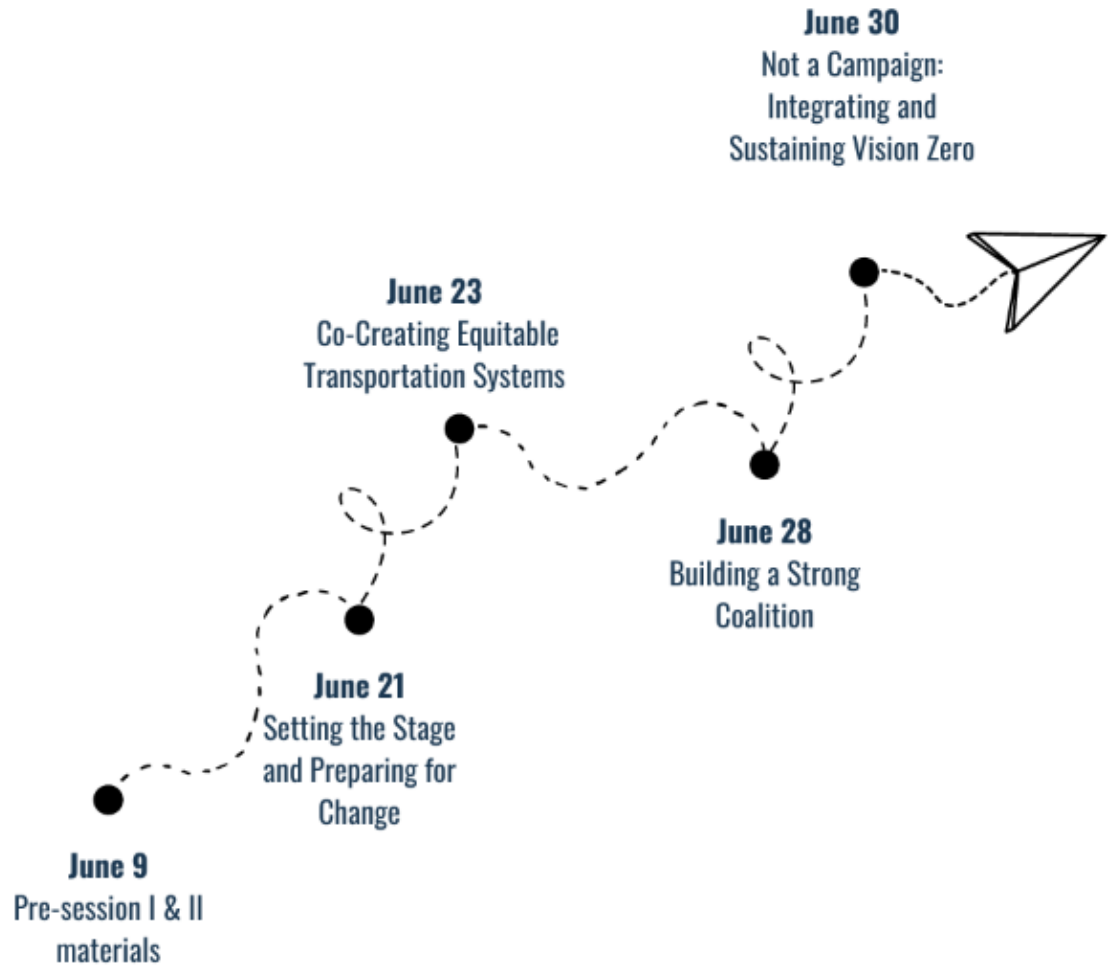
Cost: The NC Vision Zero Institute is FREE for accepted teams.

Application due date: March 12, 2021

Teams will receive a response from NC Vision Zero by March 19, 2021.

Please reach out to **Elyse Keefe** at ekeefe@email.unc.edu with any questions.

VZ Leadership Institute Roadmap



Change in skills pre (blue) to post (orange bars) NC VZ Leadership Institute

Very confident 5

Confident 4

Somewhat
confident 3

Little confident 2

Not confident 1

Explain how VZ
differs from
standard
practice

Explain what
VZ means to
coworkers

Explain what
VZ means to
other
stakeholders

Explain what
VZ means to
community
members

Can draft VZ
goals

Can draft objs,
actions, and
performance
metrics for
each VZ goal

Can incorporate
equity in goals

Can develop or
assist in
developing a
strong VZ
coalition

Can deliver an
effective VZ
"pitch"

Know how to
keep planning
and
implementation
efforts on track

0

1

2

3

4

5

Continued & New
Activities this
Year

Continued monthly
touchpoints with
All Hands statewide
community bars
coordinating and
skill building

Statewide Task
Force

2nd Annual VZ
Leadership Institute

Goals of the Statewide Task Force

- Provide expertise and guidance to Vision Zero communities in NC
- Mobilize resources to support Vision Zero efforts
- Make connections across sectors to better coordinate Vision Zero strategies

Noteworthy Vision Zero Practices

- **Aligning goals** with other agencies around safety, health, and community well-being
- **Leveraging collective resources** in the community and supplementing with outside resources (MPO, DOT Division, State, Federal)
- **Implementing street designs** that consider road users' abilities and goals in given land use contexts and based on assessment of those groups who stand to benefit the most from changes (equity)
- **Integrating police crash and hospital/trauma center injury data** to monitor road user injury trends
- **Engaging the community** to learn and act upon where they've nearly gotten hit and where they are afraid to let their children walk or bike independently
- **Working with local law enforcement and advocacy groups** to perpetuate positive messaging (more drivers yielding to pedestrians!, drivers are really slowing down after x campaign!)



Source: usa.streetsblog.org/2018/10/18/want-drivers-to-yield-to-pedestrians-you-gotta-play-mind-games/

THANK YOU

LET'S TALK!

UNC Contacts:

Seth: lajeune@hsrc.unc.edu

Elyse: ekeefe@email.unc.edu

Becky: rnaumann@email.unc.edu



Strategy Table Update – Highlights for 2nd Quarter

- ▶ Draft of a Safe Routes to School toolkit is in review by staff.
- ▶ Community engagement consultant under contract.
- ▶ Participating in a group to update the DMV handbook.
- ▶ Ongoing training across CDOT and CMPD on new crash analysis software.
- ▶ Training CMPD officers via elective on crash reporting.



Decision Sprint for Task Force Engagement

“Friendly Quarterly Challenge” update – Alex & Clint

The Task Force Member Challenge of the Quarter

- ▶ Any additional ideas???
- ▶ https://jamboard.google.com/d/1WJgAu5_947sn1mrSaKTrwFbYqxcucAXFjJobVysK71E/viewer?f=0
- ▶ Or Slack

Vision Zero & Social Media

Connect to us on Social Media

Facebook: @CLTtransportation

Twitter: @CharlotteDOT

Hashtag: #VisionZeroCLT





Thank You!

www.charlottenc.gov/visionzero

